



FOR IMMEDIATE RELEASE

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McAlister's Deli, OPENING SOON in Whitestown, IN!
Award-Winning Fast-Casual brand, McAlister's Deli, plans to OPEN March 12, 2018. Owned and Operated by Southern Rock Restaurants, LLC.

This Grand Opening celebration will include a FREE meal for the first 50 guests in line at or before 10:30 a.m. on March 12, 2018. The free meal prize entitles each winner to one free lunch or dinner including an entrée, a beverage and a cookie.

Whitestown, IN (March 5, 2018) — Southern Rock Restaurants, LLC a leading operator in the fast-casual restaurant category. This new location makes Southern Rock Restaurants, LLC owner of 73 McAlister's® Deli franchises (24 in Indiana alone.) This newest location will open it's doors at 6161 South Main Street Whitestown, IN 46075.

Known for its American Regional Favorites Served with a Smile™, McAlister's is home to handcrafted sandwiches, always-fresh salads, giant stuffed spuds, and Famous Sweet Tea™.

"We can't wait to introduce our brand of exceptional and varied menu selections, along with the best service you'll find anywhere," said David Blackburn, CEO for Southern Rock Restaurants. "This community is perfect for us, and we chose Whitestown as the absolute best area for our next location."

This Grand Opening celebration will include a FREE meal for the first 50 guests in line at or before 10:30 a.m. on March 12, 2018. (Valid ONLY at the Whitestown location, 6161 South Main Street Whitestown, IN 46075.) The free meal prize entitles each winner to one free lunch or dinner including an entrée, a beverage and a cookie.

McAlister's offers a variety of fresh, made-to-order catering options including breakfast, snacks, spud bars, salads, sandwich trays, box lunches and desserts, and always comes with a side of genuine hospitality. Whether it's for one person or one hundred, a business meeting or a family reunion, they can cater a feast to please any crowd.

About Southern Rock Restaurants, LLC

Southern Rock Restaurants, LLC is based in Franklin, Tennessee and operates 73 McAlister's Deli Restaurants in the Fast-Casual segment. It was named by *Franchise Times Magazine* as the "Fastest Growing Franchise" in the nation for 2016. The Group currently owns and operates locations throughout six states including: Tennessee, Mississippi, Missouri, Indiana, Kentucky, and Illinois.

Southern Rock Restaurants is recognized as an IFA (International Franchise Association) Franchisee of the Year for 2016 and also listed with Restaurant Finance Monitor at #115 top Franchise Operators in the United States.

About McAlister's

McAlister's is recognized in the top 25 of the 2017 "Entrepreneur Franchise 500." In 2016, McAlister's was highlighted by *Restaurant Business* as the #2 Consumer Favorite Fast Casual

Chain, CNBC.com as America's Favorite Sandwich Shop, and by *QSR* in "2016 Best Franchise Deals," "The QSR 50 Sandwich Segment" and "The QSR 50," which recognizes the 50 top limited-service restaurant brands in the U.S. FastCasual.com has recognized the brand on its "Top 100 Movers and Shakers" list of 2015 and 2016. *Franchise Business Review* named McAlister's one of its "Best Franchise Opportunities for 2015" in its Franchisee Satisfaction Awards, as well as a "Top Franchise" in 2014 based on franchisee satisfaction. Technomic® also recognized McAlister's twice in its Consumers' Choice Awards for Chain Restaurants — in 2015 as top fast casual chain for pleasant, friendly service and in 2014 as the top kid-friendly fast casual chain.

Founded in 1989, McAlister's Deli® is a fast casual restaurant chain known for its genuine hospitality, sandwiches, spuds, soups, salads, desserts and McAlister's Famous Sweet Tea™. In addition to dine-in and take-out service, McAlister's also offers catering with a selection of sandwich trays, box lunches, desserts, a hot spud bar and more. With numerous industry accolades, the McAlister's brand has more than 380 restaurants in 28 states. The company is headquartered in Atlanta, Ga. For more information, visit www.mcalistersdeli.com, and find McAlister's on social media at [www.Facebook.com/TeaFreaks](https://www.facebook.com/TeaFreaks), [www.Twitter.com/McAlistersDeli](https://www.twitter.com/McAlistersDeli) and [www.Instagram.com/McAlistersDeli](https://www.instagram.com/McAlistersDeli).

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